



# Downtown Master Plan

## *Lincoln Nebraska*

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### What's the Purpose of the Study?

The purpose of this study is to formulate a “Master Plan” for the Downtown Lincoln area. This Master Plan will be the first such plan prepared for the Downtown Lincoln area in nearly 30 years. During the past three decades, several strategic and development-driven plans have been developed, but none have taken a comprehensive look at the broad land use and programmatic needs for Lincoln’s evolving Downtown area.

### What Elements will be Included in the Final Master Plan Document?

The Master Plan will include near and long term recommendations for Downtown Lincoln:

- Major Land Uses by District and City Block
- Recommended Urban Design Principles
- General Transportation Concerns, along with Two Specific Study Elements
- Potential Public Improvements
- Proposed Landscaping and Streetscape Treatment
- Implementation Program and Agency Responsibilities
- Financing Recommendations

A number of supplemental studies are also to be completed: (1) a **market demand analysis** for residential, office, retail, and service uses; (2) a **Downtown transit shuttle** service feasibility analysis and implementation plan; and (3) a **Downtown bicycle facilities** plan delineating north-south and east-west bicycle corridors, including an implementation package.

### Who's Sponsoring the Master Planning Process?

The City of Lincoln and the Downtown Lincoln Association (DLA) are joint-venturing to complete the planning process.

### Will Outside Professional Assistance Be Used?

Yes. The City and DLA have retained the Portland (Oregon) planning and design firm of Crandall Arambula (CA) to provide professional services assistance. CA has included Nelson-Nygaard (transportation) and ERA (market research) as part of the planning team.

### How Long Will the Study Last?

It is anticipated the planning effort will take about 8 to 10 months to complete. A plan adoption process for the City and DLA will also be undertaken.

## What are the Boundaries of the Study Area?

The primary study area encompasses the “traditional Downtown” from about 6<sup>th</sup>/7<sup>th</sup> Street on the west to about 17<sup>th</sup> Street on the east; and from near H Street on the south to about R Street on the north. Secondary and tertiary areas include locations surrounding the Downtown such as the University of Nebraska-Lincoln campus, portions of the proposed Antelope Valley project, and areas to the south and west of Downtown.

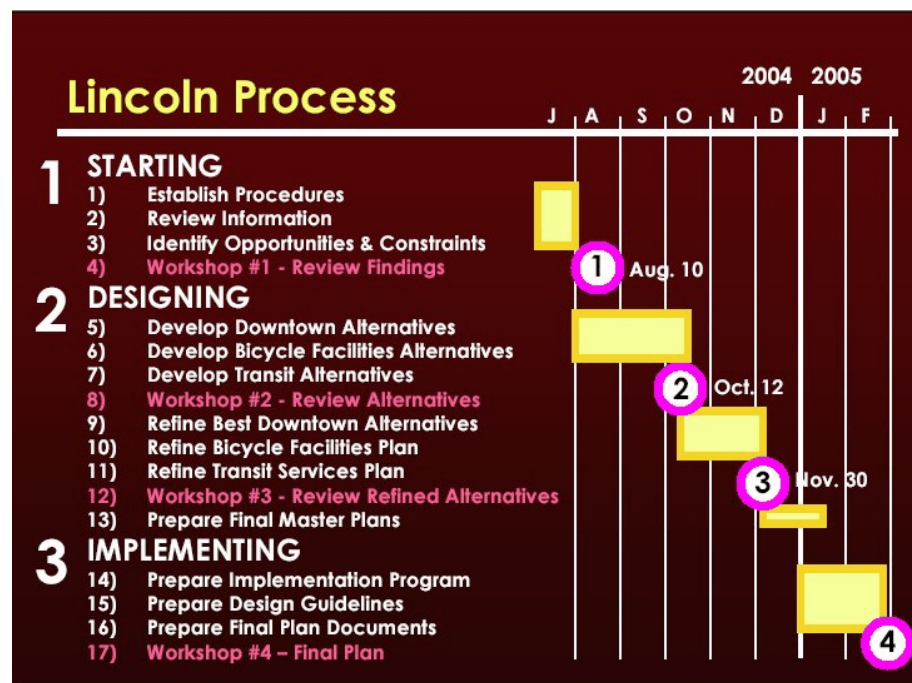
## What Public Involvement Process is Being Used?

In addition to a study web site ([www.ci.lincoln.ne.us](http://www.ci.lincoln.ne.us) and then go to the Planning Department’s homepage), the public involvement element of the process will involve two central tasks:

- (1) **Master Plan Downtown Action Team (DAT)** - Mayor Seng has set up a 22 member citizen’s committee to oversee the process. The committee is being chaired by Cecil Steward and Jon Weinberg – both representing DLA. Membership on the committee was drawn to represent a broad range of interests from across the Downtown area.
- (2) **Community Workshops** – The Scope of Work calls for a series of community workshops design to elicit the public’s ideas on what should be included in the final Master Plan. These workshops are tentatively scheduled for the evenings of August 10<sup>th</sup> (Cornhusker), October 12<sup>th</sup> (St. Paul’s), and November 30<sup>th</sup> (Cornhusker.)

In addition, it is expected other presentations and public information activities may occur during the course of the study process.

The Downtown Master Plan process is also being coordinated with the on-going feasibility study for an arena and convention facility for Lincoln. This work is being done by the firm of CSL, from Minneapolis (MN) and is nearing completion.



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